

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE

PUBLIC SESSION

April 9, 2012

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Monday, April 9, 2012, in Public Session, beginning at 3:00pm, at the offices of Newport & Bristol County Convention & Visitors Bureau, 23 America's Cup Avenue, Newport, RI 02840 pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

SUBCOMMITTEE MEMBERS PRESENT: Mr. Evan Smith (Chair), Mr. Rick Nagele, Mr. Ken Shane, Mr. Tom Shevlin, Ms. Kim Cooper, Ms. Nancy Piffard, Ms. Tina Dolen, Ms. Donna Kelly, Mr. Brad Read, Mr. Geoff Grout, Ms. Jody Sullivan.

RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION STAFF PRESENT: Ms. Judy Chong.

AMERICA'S CUP EVENT AUTHORITY STAFF PRESENT: Ms. Susan Maffei Plowden via conference call.

OTHER GUESTS ATTENDING: Ms. Kathryn Farrington

1. **CALL TO ORDER AND OPENING REMARKS**

The meeting was called to order at 3:05pm by Chairman Evan Smith.

2. **APPROVAL OF THE MINUTES OF THE MEETING HELD ON March 29, 2012**

The meeting minutes from the March 29, 2012 meeting were reviewed by committee members. One small correction was noted. Mr. Nagele made a motion to approve the minutes with the one correction noted. Mr. Shane seconded the motion. The motion passed unanimously.

3. **GENERAL DISCUSSION**

Media Breakfast: the committee reviewed the planning details for the Media breakfast planned for Wednesday, April 11, 2012 at Oceancliff Resort at 8:00am. The projected attendance is 30 people. Ms. Farrington and Ms. Callaghan have set up a special Italian themed breakfast. Mr. Read is set to project a live YouTube feed of the race from Naples, Italy. At 9:30am the group is scheduled to take a trolley tour to Fort Adams and then on to the remote parking sites. The Chamber of Commerce is sponsoring the trolley bus. Mr. Keith Stokes and Ms. Janet Coit will lead the tour. Ms. Chambers will email Ms. Farrington the media kit so it can be downloaded to zip drives for the journalists.

Mr. Jody Sullivan, from the Newport County Chamber of Commerce, chairs the Events and Hospitality subcommittee. Ms. Sullivan gave an overview on the events planned so far.

Ms. Donna Kelly briefed the committee on the plans for the Exploration Center to be set up at the Fort Adams during the World Series Event.

Mr. Nagele suggested two marketing ideas to the committee for consideration. The first idea was to contact Amtrak to see how they can collaborate with the event. His second suggestion was the possible use of a mobile signage company called "Promotion in Motion". Mr. Nagele will do more research and give an updated report at the next meeting.

4. ADJOURNMENT AND CLOSING REMARKS

A motion to adjourn the meeting at 4:30pm was made by Mr. Nagele and seconded by Ms Piffard.

The next sub -committee meeting will be held on **Wednesday, April 25th at 3:00pm** at the Newport Visitors Center at 23 Americas Cup Ave., Newport RI

approved